

Computer Science 7th Class Chapter 6 Online Test

Sr	Questions	Answers Choice
1	----- enables the populace to understand and contribute to the public discourse, and eventually make a sound decision when electing their leaders.	A. Media Literacy B. Project management C. Quality assurance D. Social media marketing
2	A in marketing is a concise statement of the benefits that a company is delivering to the customers who buy its product or services.	A. Competitors analysis B. Wuality assurance C. Promotion D. Value proposition
3	Who can share their view on a blog.	A. Only experts in a specific field B. Only the bog owner C. Anyone who wants to express their views D. Only paid subscribers
4	How does SEO impact a business.	A. By decreasing website traffice B. By increasing website traffic C. By decreaseign website visitbility D. By increasing website design
5	What is a blog.	A. An online jornal or informational website B. A social media platform C. A messaging app D. A search engine
6	What is the primary driving force of innovation and economic growth.	A. Digital platforms B. Entrepreneurship C. Knowledge platforms D. E-commerce platforms
7	Why do business view their quality assurance program as a promise to stakeholders.	A. To increas sales B. To improve the manufacturing process C. Tolower perceived risk D. To reduce costs
8	A is a completd agreement between a buyer and seller to exchange goods, services or finanaicla assets for money.	A. Payment B. Contract C. Finanacial statements D. Transaction
9	What is business plan?	A. A document that describes a company's future B. A list of product that a company sells C. a documents that lists a company's employees D. A list of competitos int he market
10	What was the main feature fo the initial Picaboo app?	A. Unlimited photo editing B. Unlimited photo sharing C. Disappearing Photos D. Unlimited photo storage
11	When was the first tweet sent on Twitter.	A. March 21 , 2006 B. July 21, 2006 C. October 21, 2006 D. September 21, 2006
12	What did Snapchat add to the appin September.	A. The ability to caption photos B. The ability to edit photos C. The ability to share videos D. The ability to make voice calls
13	Whch of the following is an example of below the line promotions.	A. Press releases B. Schemes and discounts C. Advertisements D. Incentive trips
14		A. The creation of digital platforms B. The digitization of existing businesses C. The creation of digital platforms D. The digitization of existing businesses

14	What is digital entrepreneurship	C. The use of social media for marketing D. The creation of traditional brick and mortar businesses.
15	----- is the digital marketing technique that involves creating more traffic to a website by making sure that the website appears higher up in the results in search.	A. Email marketing B. Search engine optimization C. Content marketing D. Social media marketing
16	What is a transaction in business bookkeeping.	A. The legal obligation to transfer money B. The exchange of goods or services of money C. The recording of financial events in a business D. The agreement between a buyer and seller
17	What is Twitter.	A. A social media platform B. A blogging platform C. An email service provider D. A messaging app
18	A is an essential written document that provides a detailed description of the company's future.	A. Quality assurance B. Entrepreneurship C. Business Plan D. Project management
19	----- may include a table of content, the company's background, market opportunity and financial highlights.	A. Business description B. Competitor's analysis C. Financial documents D. Executive summary
20	Which of the following is the most important digital marketing tool.	A. Search Engine Optimization B. Email Marketing C. Content Marketing D. Social Media Marketing